

Message Text

UNCLASSIFIED

PAGE 01 KUWAIT 01243 021018Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----087024 021509Z /46

R 020720Z MAR 78
FM AMEMBASSY KUWAIT
TO USDOC WASHDC
INFO SECSTATE WASHDC 349

UNCLAS KUWAIT 1243

COMMERCE FOR ITA/BED/EID

DEPT FOR NEA/ARP

E.O. 11652: N/A
TAGS: BBSR, KU
SUBJECT: AGENT/ DISTRIBUTOR SERVICE: TRU-RIDE INTERNA-
TIONAL, LTD. (ARLINGTON, TEX.)

REF: USDOC CD 144 OF JAN. 10, 1978

1. COMMERCIAL SECTION CONTACTED MAJOR TIRE AND CAR IMPORTERS REGARDING TRU-RIDE TIRE SAVING COMPUND. POLL OF IMPORTERS INDICATED NO INTEREST IN PRODUCT. GENERAL ATTITUDE AS SUMMARIZED BY ONE MAJOR IMPORTER WAS THAT PRODUCT WAS NOT SUITABLE FOR THE MAKET AND RAN COUNTER TO KUWAITI CONSUMER MENTALITY. GENERAL FEELING WAS THAT PRODUCT HAD LITTLE IF ANY SALES POTENTIAL.

2. KUWAIT MARKET IS GENERALLY NOT "ADDITIVE" CONSCIOUS. SUCH PRODUCTS AS BATTERY AND RADIATOR ADDITIVES, TIRE-SAVING COMPOUNDS, GASOLINE ADDITIVES AND THE LIKE ARE NOT CONSIDERED MARKETABLE HERE BY THE MERCHANT COMMUNITY AND ARE NOT PURCHASED BY CONSUMER.
MAESTRONE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978KUWAIT01243
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780095-1076
Format: TEL
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197803115/aaaadtwt.tel
Line Count: 47
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4ce03dba-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3143406
Secure: OPEN
Status: NATIVE
Subject: AGENT/ DISTRIBUTOR SERVICE: TRU-RIDE INTERNA- TIONAL, LTD. (ARLINGTON, TEX.)
TAGS: BBSR, KU
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/4ce03dba-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
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Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014